

Come to where the flavor is.



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100% TOBACCO

Lights: 100 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method. Kings: 11 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC method. 100's: 11 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method. Medium: 11 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

12 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method. 100's: 11 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method. 100's: 11 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method. 100's: 11 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method.

GET THE FLAVOR
MARLBORO COUNTRY STORE

MARLBORO COUNTRY STORE
25 BONUS MILES.

This gear offer is only good in U.S. and is open to smokers 21 years of age or older. Void where prohibited. Marlboro Country Store Miles must be redeemed by 12/31/94. Postage and handling will be required with gear merchandise orders. No copied or reproduced certificates accepted. Only one 25 Bonus Miles Certificate per order allowed.

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MARLBORO COUNTRY STORE

Mr. Sample A. Sample
1234 Your Street
Yourtown, ST 67890

Dear Mr. Sample:

Thanks for taking part in the smoker survey at your convenience store on Month Day. Since you're already a friend of Marlboro, we've got something special to thank you for your time.

Here's a certificate for 25 Bonus Miles you can use for the new Marlboro Country Store. You could get a free Bandana with 'em right now or, better yet, save up the Miles to get any of the gear made for the great wide open.

Take a look inside your Marlboro Country Store Catalog to see all the great gear—everything from Barn Coats to Barbeque Tools to a Bull's Eye Dartboard. And remember that each pack of Marlboro has a Marlboro Country Store UPC Symbol worth 5 Miles.

Come to Marlboro Country.



MARLBORO COUNTRY STORE

25 Bonus Miles Gift Certificate
GOOD FOR ANY ITEM IN THE
MARLBORO COUNTRY STORE CATALOG.